

ABSTRAK

Kota Lhokseumawe dikenal memiliki banyak kedai kopi yang berperan penting sebagai ruang interaksi sosial masyarakat Aceh. Namun, tingginya jumlah pilihan sering kali membuat pengunjung mengalami kesulitan dalam menentukan kedai kopi yang sesuai dengan preferensi mereka, terutama karena keterbatasan informasi yang tersedia secara langsung dan relevan. Untuk menjawab permasalahan tersebut, penelitian ini mengembangkan sistem rekomendasi kedai kopi berbasis analisis ulasan Google Maps menggunakan metode *content-based filtering*. Metode ini dipilih karena mampu memberikan rekomendasi secara efektif meskipun pada kondisi data yang terbatas dan tidak selalu terstruktur. Data dikumpulkan melalui proses *web scraping* untuk mengumpulkan informasi kedai dan ulasan pengguna. Selanjutnya, data diolah melalui tahapan *preprocessing*, pembobotan *Term Frequency-Inverse Document Frequency* (TF-IDF) untuk menilai pentingnya kata dalam ulasan, serta penghitungan *cosine similarity* untuk mengukur kemiripan antar preferensi pengguna. Hasil sistem menunjukkan kemampuannya merekomendasikan kedai berdasarkan atribut seperti “mahal”, “donat”, “keluarga”, “rooftop”, dan “espresso”, dengan *Harvies Coffee Lhokseumawe* dan *Jco Coffee & Donuts Suzuya* sebagai rekomendasi teratas. Sistem ini tidak hanya membantu pengguna dalam pengambilan keputusan yang lebih tepat, tetapi juga berpotensi menjadi media promosi digital bagi kedai-kedai kopi lokal di Lhokseumawe dan sekitarnya. Pengembangan lebih lanjut disarankan dengan mengintegrasikan metode *hybrid filtering* dan teknik *machine learning* guna meningkatkan akurasi serta pemahaman terhadap pola preferensi pengguna secara lebih mendalam dan berkelanjutan.

Kata kunci: Kedai Kopi, Sistem Rekomendasi, TF-IDF, *Cosine Similarity*

ABSTRACT

The city of Lhokseumawe is known for its numerous coffee shops that serve as important spaces for social interaction. for the people of Aceh. However, the abundance of options often makes it difficult for visitors to choose a coffee shop that suits their preferences, especially due to the limited availability of direct and relevant information. To address this issue, this study develops a coffee shop recommendation system based on Google Maps review analysis using the content-based filtering method. This method was selected due to its ability to provide effective recommendations even when dealing with limited and unstructured data. Data were collected through web scraping to gather information on coffee shops and user reviews. The data were then processed through preprocessing stages, Term Frequency-Inverse Document Frequency (TF-IDF) weighting to evaluate word significance in reviews, and cosine similarity calculations to measure the similarity between user preferences. The system successfully recommends coffee shops based on attributes such as “expensive,” “donuts,” “family,” “rooftops,” and “espresso,” with Harvies Coffee Lhokseumawe and Jco Coffee & Donuts Suzuya emerging as top recommendations. This system not only supports users in making more accurate decisions but also has the potential to serve as a digital promotion tool for local coffee shops in Lhokseumawe. Future improvements may include hybrid filtering methods and machine learning techniques to enhance recommendation accuracy and better understand user preference patterns.

Keywords: *Coffee Shop, Recommender System, TF-IDF, Cosine Similarity*